



Stephen Covey

CN Chief of Police and Chief Security Officer North America

2015 ROW Trespassing Workshop

Curbing ROW Incidents Through Strategic Enforcement and Education - A Canadian Perspective

Charlotte, NC | Aug 4 - 6, 2015



Key Messages:

- Rail Safety is a **SHARED** Responsibility
- We must be **STRATEGIC** in our **Approach**



Overview:

- Success = Sharing the Responsibility
- Operation Lifesaver Canada
- National Rail Safety Week
- CN Rail – Strategically Addressing ROW Issues
- Challenges and Next Steps





Rail Safety - a Shared Responsibility

- Rail Safety's new context
- Who, How and Why
 - Rail Operators
 - Governments – Federal, State / Prov, Local
 - Emergency Responders
 - Education
 - Communities
 - Parents





Operation Lifesaver Strategic Plan 2013 - 2018


- 2014 Workshop Priorities
 1. Grade 7 & 8
 2. New Drivers
 3. Professional Drivers
 4. Volunteers
- Development and Implementation of a Supporting Communications Plan



- Young males - 11 – 15
 - Still impressionable
 - Gaining autonomy and mobility, learners license @ 15
- Adult males 16 – 35
 - Inspired by “RockStar” & “GoPro”
 - Turned off by a ‘parental style’ of communication’







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Train to Drive 2.0

WHAT IS
« OPERATION
LIFESAVER »


WHAT IS
« TRAIN TO
DRIVE »

Watch
trailer




Welcome to "Train to Drive", the official computer-based training website for newly licensed drivers and professional drivers.


These dynamic courses have been developed to help train the various types of drivers on the best way to approach highway-railway crossings. Using the latest technology and based on an interactive concept, these training modules present the "Look, Listen and Live" message to young drivers and professional drivers across Canada.




Training
for
**Newly Licensed
Drivers**



Training
for
**School Bus
Drivers**



Training
for
**Truck
Drivers**



Training
for
**Motor Coach
and Transit Drivers**







People



A train in Allahabad, India
Amar Deep/Pacific Press/Getty

By ALEX HEICL

THREE COLLEGE STUDENTS DIE IN INDIA AFTER 'TRAIN SELFIE' ATTEMPT

Three college students attempting to take a selfie in front of a passing train in Mathura, India, were killed Monday when they were run over by the train.

Details are still hazy, as Agra police said their peers in other communities are busy with Republic Day security (the Indian holiday the boys were making a trip to commemorate). The three who died have been tentatively identified as Yakub, Iqbal and Afzal, all college students between the ages of 20 and 22, according to police.

Revised OL **Volunteer** Program (OLAV Model)





TSB Crossing Accidents

Highlights

	2014	2013	2009 – 2013 Average
Incidents	180	185	183
Fatalities	21	31	26
Serious Injuries	25	27	26

- Slight Decrease in Canadian Grade Crossing Incidents
- Encouraging Reduction in Fatalities
- Decrease in Prairie Region (MB, SK, AB)
- Increase in NB, QC, ON, BC
- No Reported Incidents in NL, NS, NWT





TSB **Trespasser** Accidents

Highlights

	2014	2013	2009 – 2013 Average
Incidents	58	58	70
Fatalities	36	44	49
Serious Injuries	21	10	17

- Decrease in Trespasser/Pedestrian Fatalities
- Increase in Serious Injuries
- Decrease in Ontario and Quebec
- Increase in Alberta and British Columbia
- No Reported Incidents in NL, NS, NB, NWT





13th Annual Rail **Safety** Week

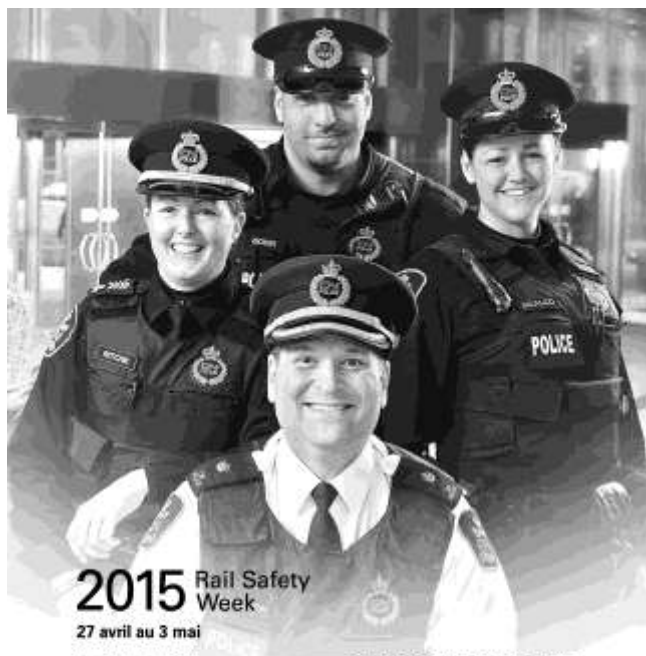


- April 27 to May 3, 2015
- Retain 2014 Theme *See Tracks? Think Train! / Voies ferrées? Gareautrain!*
 - RSW 2015 Website – Calendar of Local Events
 - Coordinated Through OL Communications Committee
 - Government Recognition – Media Launch
 - Facebook Advertising – Impressions
 - Twitter, Newswire Releases, Local Media Coverage and Interviews
 - Roger Cyr Award



13th Annual Rail **Safety** Week

CN Perspective



- Employees
- Unions
- Pensioners
- Federal Government
- Municipalities
- Community Organizations
- Aboriginal Communities
- Schools
- First Responders

Show the responsibility

All year round, CN Police officers emphasize to the public the deadly risk of trespassing on railroad tracks and property. It's dangerous. It's illegal. Help reduce injuries and fatalities by immediately reporting any dangerous, suspicious or unsafe behaviour to CN Police at 1-800-465-4230.

Follow along and join the conversation!
#RSW2015

Take the Rail Safety Pledge and enter to win

We are all ambassadors for safety, every day of the year. Pledge your support online at mysafetypledge.com and encourage respect for trains and tracks in your community. Once you have taken the pledge, pass it on to your family!

Pledge during Rail Safety Week between April 27 and May 3, 2015 for a chance to win great prizes!

*Look Listen Live!
Regardez Écoutez Restez en Vie!*



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[Date]

Office of the Clerk

[Company name]

[address]

Dear Sir / Madam:

I am writing to you today in my capacity as President of Operation Lifesaver.

Public – Rail Safety Week will be held from April 27 to May 3, 2015. The purpose of this national week is to raise rail safety awareness among all Canadians and to highlight the ongoing commitment of the rail industry, its member companies and their employees, to make the rail network even safer.

Once again this year, **Operation Lifesaver** is proud to support the various activities and events that will be taking place throughout **Public – Rail Safety Week** across the country to raise public awareness on reducing avoidable accidents, injuries and damage caused by collisions at level crossings or incidents involving trains and citizens.

Your City Council can be a powerful ally for our public awareness campaign by adopting the enclosed draft resolution to support **Public – Rail Safety Week** in your community. Should you require additional information about Operation Lifesaver and rail safety, please consult www.operationlifesaver.ca.

Thank you in advance for supporting this request and **Public – Rail Safety Week**. We would greatly appreciate it if you would send us a copy of such a resolution.

Community Outreach





RESOLUTION IN SUPPORT OF PUBLIC - RAIL SAFETY WEEK

Whereas *Public - Rail Safety Week* is to be held across Canada from April 27 to May 3, 2015;

Whereas it is in the public's interest to raise citizens' awareness on reducing avoidable accidents, injuries and damage caused by collisions at level crossings or incidents involving trains and citizens;

Whereas Operation Lifesaver is a public/private partnership whose aim is to work with the rail industry, governments, police services, the media and other agencies and the public to raise rail safety awareness;

Whereas Operation Lifesaver has requested City Council adopt this resolution in support of its ongoing effort to save lives and prevent injuries in communities, including The Town of Peace River.

It is hereby **RESOLVED** to support national *Public - Rail Safety Week*, to be held from April 27 to May 3, 2015.

Municipal Resolution


Mayor Thomas Tarpey


Date



Rail Safety Week – Facebook Ads and Promoted Posts



Ad Preview
[Edit](#)

Railway Safety Week



We share our stories so you keep your loved ones. Look Listen & Live at Railway Crossings!

You like Operation Lifesaver Canada.


Operation Lifesaver Canada
 May 2 · 1h

"The leading cause of injuries and accidents within a railway is due to trespassing and people doing things they shouldn't be doing around a railway."



Like · Comment · Share

116 people like this.

[View 28 more comments](#)



Policing Team

- 2 Deputy Chiefs – 1 Assistant Chief
- 143 Officers and civilian Staff
- 8 Regions in Canada and the U.S.

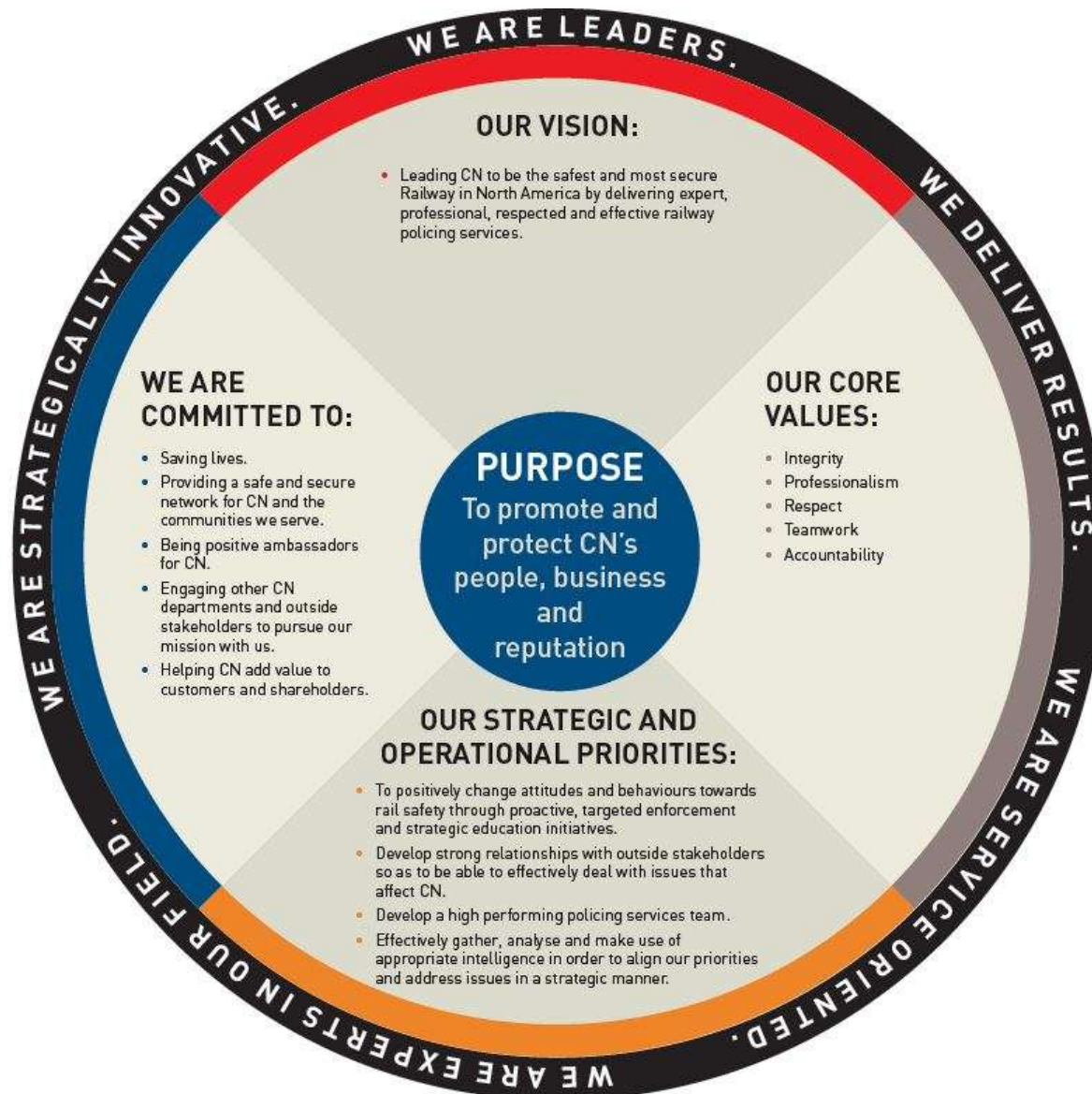


Critical roles:

- ✓ Comm Centre
- ✓ Intell Group
- ✓ National Security
- ✓ Operations
- ✓ Admin Support



Security Function – Why We Exist



To Positively Change Attitudes and Behaviours Towards Rail Safety

- Crossing and Trespassing Enforcement
- Education



To Positively Change Attitudes and Behaviours Towards Rail Safety

- Strategic Alignment

- with company objectives
- within police dept. / security function

- Strategic Focus

- buy-in / commitment

- Strategic Approach

- Community Policing
- Intelligence-led Policing
- Predictive Policing



Changing Attitudes and Behaviours

Results:

CN Crossing Incidents (Canada Only)

	2014	2013	2009 – 2013 Average
Incidents	92	93	95
% better	1 %		

CN Trespassing Incidents (Canada Only)

	2014	2013	2009 – 2013 Average
Incidents	22	28	37
% better	27 %		

Changing Attitudes and Behaviours Our U.S. Application

CN Crossing Incidents
(U.S. Only)

	Jan – June 2015	Jan – June 2014
Incidents	52	65
% better	20 %	



CN Trespassing Incidents
(U.S. Only)

	Jan – June 2015	Jan – June 2014
Incidents	11	18
% better	39 %	



Changing Attitudes and Behaviours Our U.S. Application

CN Crossing Fatalities (U.S. Only)

	Jan – June 2015	Jan – June 2014
Incidents	7	11
% better	36 %	



CN Trespassing Fatalities (U.S. Only)

	Jan – June 2015	Jan – June 2014
Incidents	7	9
% better	22 %	



SOME JUST **DON'T** GET IT!
Our **CHALLENGES**





Our CHALLENGES

Proximity



Media Still Challenging



Wedding Photography





Our Real CHALLENGE

- Acting STRATEGICALLY as an Industry
 - To effectively address Trespassing and Crossing incidents collectively, across the U.S. and North America
- Effectively SHARING THE RESPONSIBILITY
 - What is the ASK?





Questions?

Operation**Lifesaver**.ca

Operation**Gareautrain**.ca



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@Gareautrain



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